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Beautyrock Inc.

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May 1st, 2003

02-278

email & mail

Charles A Prescott
Vice President, International Business
Development and Government Affairs
Direct Marketing Association, Inc.
1120 Avenue of the Americas
New York, New York 10036-6700

Dear Charles:

Here's a copy of my recent letter to the FTC outlining our experience and recommendations.

As mentioned not one of the legislators or association participants in legislation has acknowledged or accepted our invitation to see and hear and examine a real outbound telemarketing centre in action so that intelligent decisions on legislation can be made.

The invitation still stands.

In the meantime all my efforts are directed towards cancelling or modifying the two second answer rule which is far worse than outright disallowing abandons completely.

We do have the answer to dead air, to abandons, to hang ups, to generating fear in seniors. Most important, our system not only does all that.

It also gives us maximum production rates so we don't have to increase prices to our clients and they in turn to their consumer customers.

Please take note that outbound telemarketing is a huge employer, a major advertising and sales media, very legitimate, very efficient and if it weren't all that customers wouldn't be accepting our offers by the millions. Beautyrock made 1.9 million sales in 2002.

So in the spirit of free enterprise, democracy, etc., let's let the market rule whether our systems work or not!

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Let's also not hide our heads in the sand and pretend that fraud, misrepresentation, lying and cheating does not exist. For these crimes do exist and their remedy is in enforcing existing law, not creating nuisance legislation for legitimate businesses.

Thanks for your attention.

Sincerely

A handwritten signature in black ink, appearing to read 'Stan Body', is written over the printed name and title.

Stan Body
President

enclosure

cc: FTC
FCC
ATA
CMA